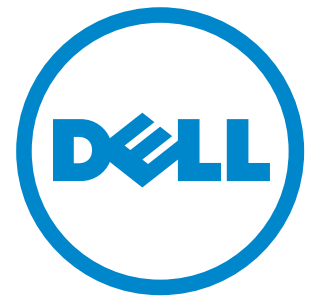# Dell Brand
Identity Standards

Version 2.0 | February 2010

A message from Michael

To maintain and enhance our competitive advantage, we must remain focused on fulfilling our purpose and meeting the needs of our customers. The Dell brand is one of the most important resources we have to set us apart in the marketplace.

Our brand reflects and defines who we are and how we are viewed by our customers and stakeholders. By tying all our actions and communications back to the Dell brand, we strengthen and enhance its value.

Dell's visual identity is a critical element of our overall brand strategy. As our unique signpost, it highlights our brand personality across all touchpoints with our stakeholders.

As the champions and owners of our brand, each of us bears a responsibility to the visual identity. It is important that we all understand how and when to use it, adhering closely to the stated guidelines. Doing so will ensure that we consistently and proudly represent Dell, while bringing even greater success to both our company and our customers.

Contents

Logo overview

The Dell logo is our primary visual symbol. Our logo serves as a positive embodiment of Dell's uniqueness, enhancing the perception of the brand in the marketplace, as well as driving purchase intent by providing a clear signpost for the benefits of our brand.

In keeping with our brand personality, the mark is straightforward and simple, communicating directly and without "fluff." It is rendered to maximize visual appeal and effectiveness – qualities that grow increasingly important in a crowded, competitive marketplace.

The ring protects our name while allowing our customers to show through. The Dell blue brings vibrancy and maximizes impact. Its clear and direct execution leverages our existing visual equities while evolving through an aesthetic balance.

Note: Our logo must never be altered, modified or recreated. Any attempt to modify or alter our logo is a direct violation of our brand policy.

Marketing and design professionals may access approved logo artwork by accessing the DAM (Digital Asset Manager) tool at: **http://thedam.enfatico.com**
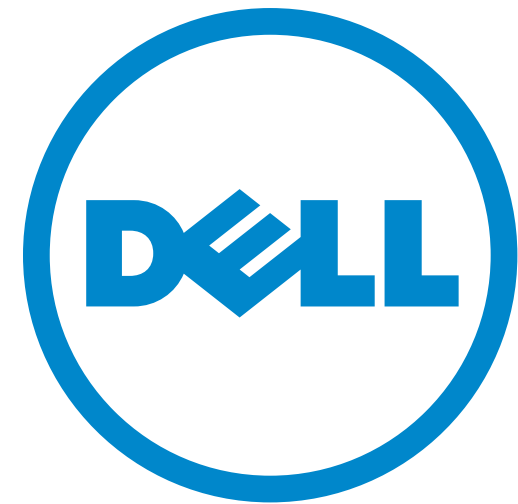
Dell Blue

Dell Blue* - Spot
C92 M34 Y0 K0 - Process (coated)

The Dell Blue logo should be used as the primary logo.

Note: Dell Blue is a custom color. See page 2.2 for more information.

Clear space

Clear space is the area that is required around the outside of our logo and must be kept free of other graphic elements such as headlines, text and the outside edge of materials. The minimum required clear space is defined by the measurement "X" as shown. This measurement is equal to the height of the letter D in the Dell word.
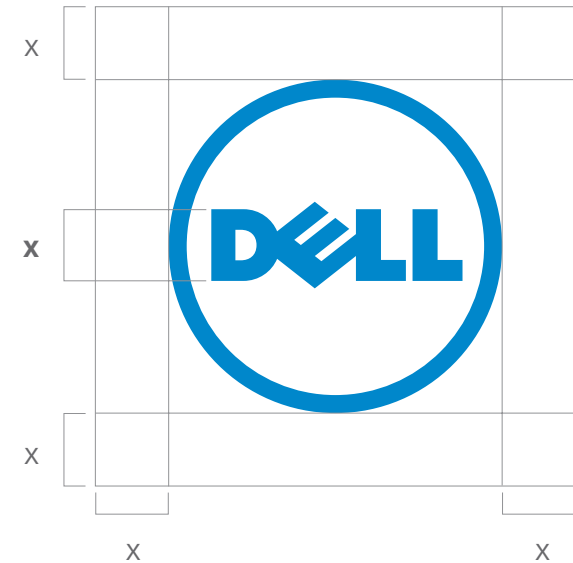
Minimum size

The minimum size the Dell logo is restricted to is 0.5". Violating this standard compromises the integrity and legibility of the logo. The minimum usage for online is restricted to 40px.
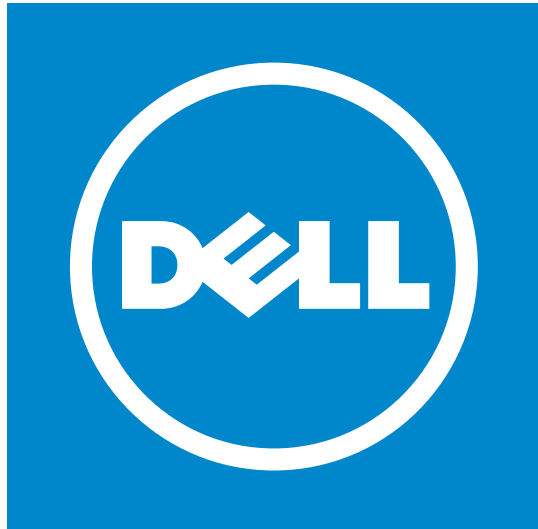
Offline
0.5" Diameter
(12.7mm)

Digital
40px Diameter

Alternate logos

The Dell blue logo most strongly supports our brand position strategy and should be the first choice. These alternate logos should be used only in the defined instances below.

White

The white logo is used on solid color or imagery based backgrounds and only secondarily after an introduction of the blue logo has occurred. Refer to page 1.4 for examples.

Light Gray

PMS CG5 - Spot
40% Black - Process

The light gray logo is used only secondarily after an introduction of the blue logo has occurred. Refer to page 1.4 for examples.

Dark Gray

PMS CG11 - Spot
85% Black - Process

The dark gray logo is for limited use only on one or two-color applications such as newspaper advertising or forms.
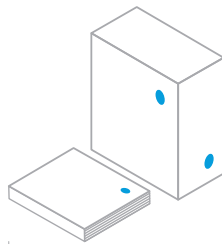
Application usage

The application of our primary Dell blue logo should always serve as the first impression. Once that brand impression has been made, it is acceptable to use either the white logo or the light gray logo. The examples below illustrate use case scenarios for logo application.
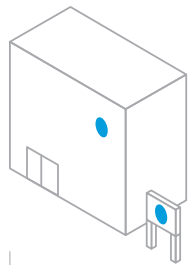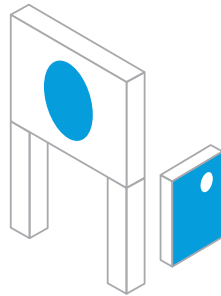
Building Signage
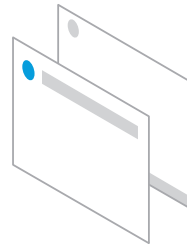Primary exterior and monument

Packaging
Box vs documentation

Tradeshow
Primary view vs secondary

Dell.com
Homepage vs secondaries

PowerPoint
Title page vs slides vs section dividers

Business Card
Front vs back

Advertising
Single page
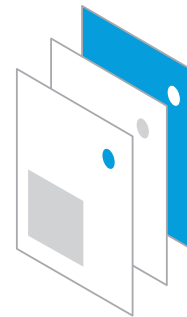
Collateral
Cover vs interior

Note: Placement on each application is for illustrative purposes only

Usage with backgrounds

Consistent usage of our white logo on background colors helps build recognition of our brand ensures our logo is always rendered with proper impact and legibility. The white Dell logo artwork should be used only on approved brand colors and on imagery where the logo is clear and unobstructed.
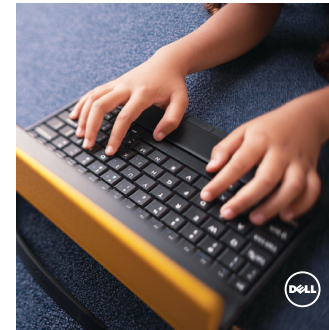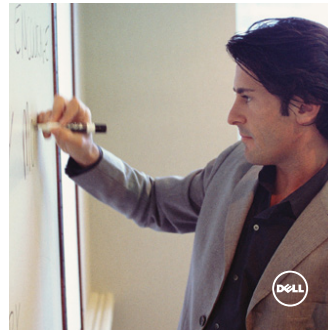
Incorrect use

The Dell blue logo should never be used on a background other than solid white (never imagery). The light and dark gray logos should never be used on colored backgrounds.
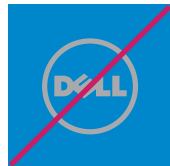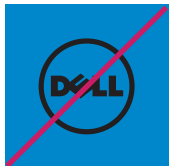
Incorrect usage

Any modification of our logo confuses its meaning, diminishes its impact, and is not allowed. Precise logo artwork has been created to accommodate any usage need. Never redraw, translate, or otherwise alter our logo in any way. The following list of incorrect use must be avoided to maintain the integrity of our brand.

Do not recreate, retype or redraw the logo

Do not stretch or alter our logo in any way
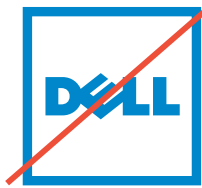
Do not modify the shape of our logo

Do not use our logo as a read through in text
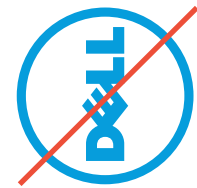
Do not rotate our logo

Do not change our logo color

Do not lock-up anything to our logo (tagline, institutions, etc.) without defined clearspace
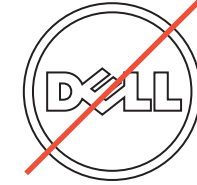
Do not use our logo in outline form
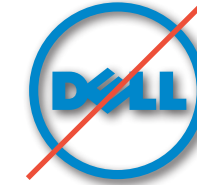
Do not use graphic effects on our logo (e.g drop shadows, etc.)

Do not add graphics or clip art to our logo
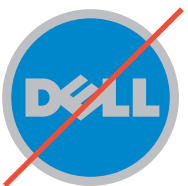
Do not change or fill the background color within the logo

Do not place our logo on backgrounds that limit legibility

Do not place our logo on backgrounds with high contrast elements

Do not place our logo on faces
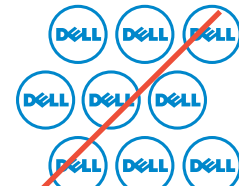
Do not create a pattern from our logo

Partner lockup

Partnering with other organizations that support our values through co-branding or sponsorship opportunities adds value to our brand by reaching new customers and reinforcing awareness of Dell among existing customers. Care must be taken to ensure that we and any partner relationships are clearly and consistently identified. A simple, thin vertical rule and uniform spacing should separate the Dell logo from any partner logo. Consideration should be taken to ensure the visual prominence of our logo is maximized in all situations.

Max.
Partner
Height

Company Logo

Usage (Positive)

Use the primary Dell Blue logo. The keyline separator should be colored Dell Gray.

0.1x (minimum weight - 1pt)

X

Company Logo

1.5x 1.5x

Usage (Reversed)

The Dell logo, separator rule and partner logo should all be reversed to white (use appropriate White or reversed logo artwork from partner organization).

Examples

Incorrect use

All partner lockups must include proper spacing and a vertical rule.

Never overlay our logo on another.

Never stack a partner lockup.

Never tilt the vertical rule that separates our logo from a partner.

Other lockups

Appropriate spacing must separate the Dell logo from any name or group. Lockup treatments are reserved primarily for groups and departments requiring special distinction. Care must be taken to maintain the visual brand hierarchy. Do not attach anything to the logo or create contained lockups incorporating the logo.

Horizontal lockup

x

D∉LL Lorem Dei

x
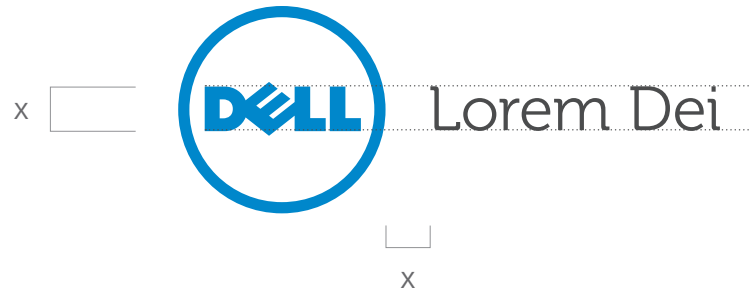
Vertical centered lockup

D∉LL

x

Lorem Dei
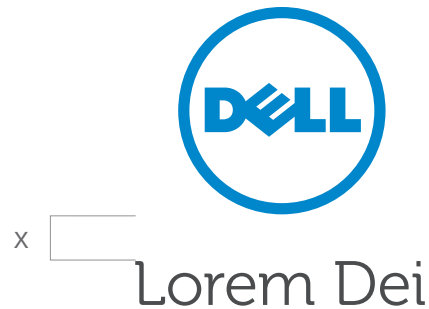
Note: All lockup copy must be in Museo for Dell (300), 1x cap height distance away from logo and 85%K

Examples

D∉LL Global HR

D∉LL Registered Partner

D∉LL Earth

Incorrect use

D∉LL Global HR

D∉LL Global HR

Do not add background elements behind lockup when displayed on white.

D∉LL Global HR

Do not change logo color.

Discontinued treatments

The use of these brand assets must be discontinued and replaced with our new logo.
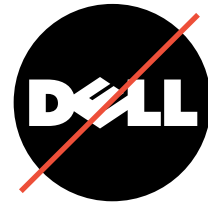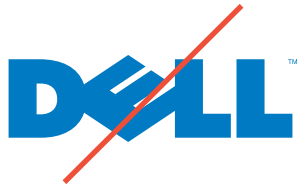
Color overview

We use color to make a distinctive, positive impression in a crowded marketplace. Our bright, flexible palette uses vibrant saturation that proves most appealing to customers. Our color system is anchored by "Dell Blue," an ownable hue with strong visual impact. Our color palette, including secondary colors, brings vibrancy and a positive impact to all Dell communications.

Color helps us create brand recognition and visual interest across our communications. It's one of the primary ways that we signal Dell at every touch point where we come into contact with our customers. From packaging to business cards to collateral, the consistent use of color reminds customers that we are committed to staying engaged with them.

Dell
Blue

Dell
Gray

Dell
Purple

Dell
Berry

Dell
Red

Dell
Yellow

Dell
Green

Dell
Aqua

Dell
Periwinkle

Dell
Light Gray

Dell
Dark Gray
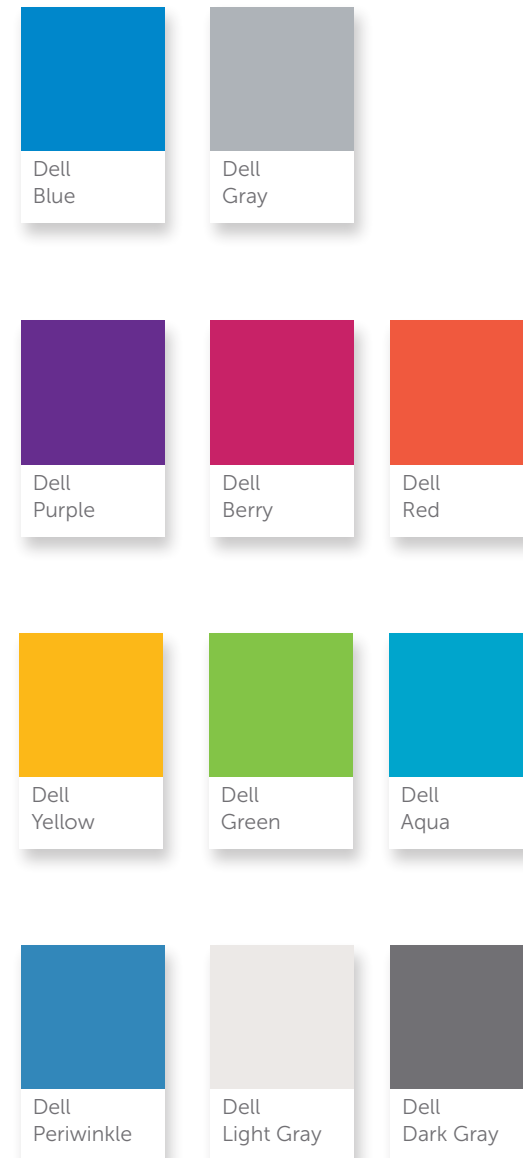
Primary colors

It is essential that our use of color is consistent across all applications. By referring to the guidelines, we will achieve the desired results for our brand, and work more efficiently by eliminating guesswork.

We have identified precise Dell Blue specifications for CMYK, RGB and solid ink. The accompanying chart lists the values that should always be used when rendering our primary colors. Never use tints of any color in the primary or secondary palette.

	Color name	PANTONE®	CMYK	RGB/HEX
	Dell Blue	--	C92 M34 Y0 K0 (coated value)	0-133-195 #0085C3
	Dell Gray	Pantone® Cool Gray 5	C15 M9 Y8 K22	170-170-170 #AAAAAA
	White		C0 M0 Y0 K0	255-255-255 #FFFFFF

Note: Dell Blue is a custom color. When reproducing Dell Blue as a spot color reference the custom swatches to ensure a correct match. For swatches please contact **brand@dell.com**.

Dell Blue solid ink formula:

Extender - 51% (transparent)
Phthalo - 25%
Reflex blue - 18%
Opaque white - 2%
Additives - 4% (wax)

Secondary colors

Our supporting colors have been selected with the same precision as our primary colors. The palette of accent and neutral colors has been chosen to work in support of Dell Blue, Dell Cool Gray and White.

Our colors have been chosen to work well in combination with each other, and to enable a full range of visually engaging communications.

The accompanying chart provides the values that should always be used when working with our palette across all applications.

The colors shown on this page and throughout these guidelines have not been evaluated by Pantone®, Inc. for accuracy and may not match the PANTONE® Color Standards. Consult current PANTONE® publications for accurate color. PANTONE® is the property of Pantone, Inc.

Note: Dell Periwinkle and **Dell Aqua** should not be used on the same surface as Dell Blue.

	Color name	PANTONE®	CMYK	RGB/HEX
	Dell Green	PMS 376	C53 M0 Y96 K0	122-184-0 #7AB800
	Dell Yellow	PMS 7408	C0 M30 Y100 K0	242-175-0 #F2AF00
	Dell Red	PMS 7417	C0 M80 Y80 K0	220-80-52 #DC5034
	Dell Berry	PMS 7425	C4 M93 Y28 K14	183-41-90 #B7295A
	Dell Purple	PMS 2603	C73 M98 Y0 K3	110-37-133 #6E2585
	Dell Dark Gray	PMS Cool Gray 11	C48 M36 Y24 K66 (or 85%K)	68-68-68 #444444
	Dell Light Gray	PMS Warm Gray 1	C2 M3 Y4 K5	238-238-238 #EEEEEE
	Dell Periwinkle	PMS 646	C73 M30 Y3 K10	84-130-171 #5482AB
	Dell Aqua	PMS 632	C93 M2 Y13 K6	0-155-187 #009BBB

DELL

Application examples
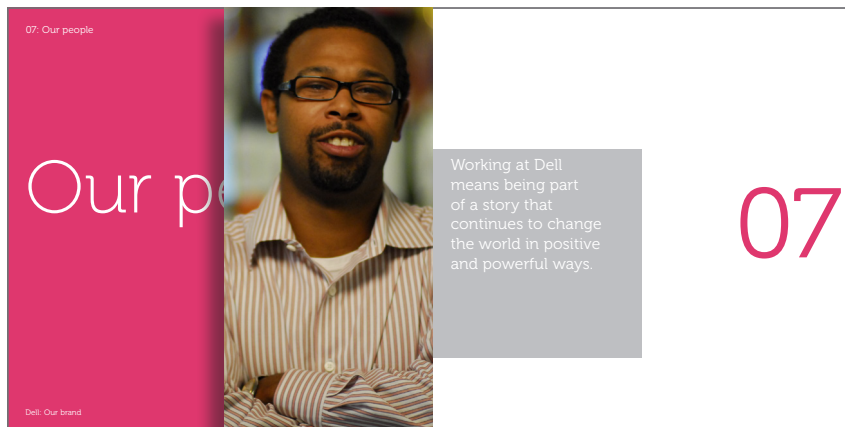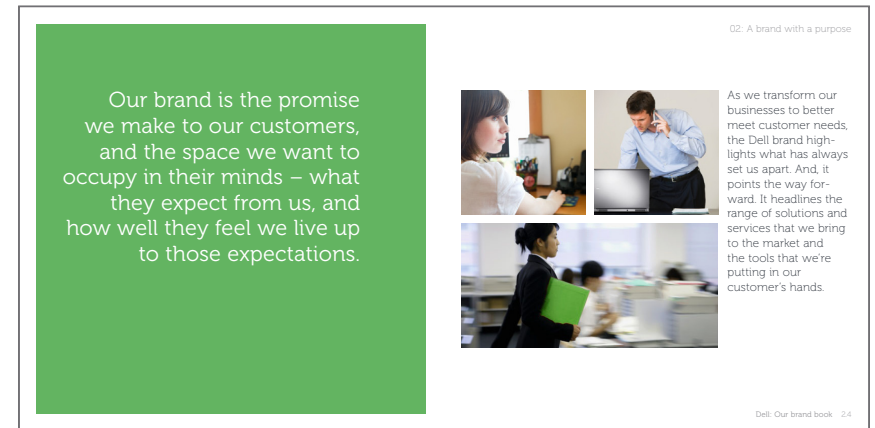
Typography overview

Typography is a strong extension of our brand's personality. We use Museo for Dell as our primary corporate typeface. This modern and approachable typeface helps us communicate ideas simply and confidently.

AaBb
GgHh
NnOo
UuVv
12345
67890
@#%()

Typeface family

Our brand typeface, **Museo for Dell**, is available in three font weights along with **Museo Sans for Dell** for maximum flexibility across applications. **Museo Sans for Dell** should be used only in layouts requiring smaller size type.

Museo for Dell - 100

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Museo for Dell - 300 (Primary weight)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Museo for Dell - 700

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Museo Sans for Dell - 100

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Museo Sans for Dell - 300

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Museo Sans for Dell - 700

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Alternate typefaces

Our primary alternate typeface is Trebuchet. Trebuchet can be used as a substitute when **Museo for Dell** is not available in certain applications. Usage examples would include web, email and Microsoft Word and Excel. See additional localized language typefaces below.

Trebuchet - Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXZ
1234567890

Trebuchet - Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXZ
1234567890

Simplified Chinese

FZXiHei-Z08S
八种全新夺目
表达自我本色

FZHei-B01S
八种全新夺目
表达自我本色

FZDaHei-B02S
八种全新夺
表达自我本

Traditional Chinese

Founder Slim Hei Traditional
八種全新
表達自我

Founder Hei Traditional
八種全新
表達自我

Founder Bold Hei Traditional
八種全新
表達自我

Japanese

A-OTF Shin Go Pro L
速い茶色の
飛び越えた

A-OTF Shin Go Pro M
速い茶色の
飛び越えた

A-OTF Shin Go Pro H
速い茶色の
飛び越えた

Korean

Yoon Gothic 120
이것은 샘플
을 위해서 제

Yoon Gothic 140
이것은 샘플
을 위해서 제

Yoon Gothic 150
이것은 샘플
을 위해서 제

Thai

PSL kittithada Bold
ความน่าเชื่อ
ในแพ็กเกจร

Display Bold
ความน่าเชื่อ
ในแพ็กเกจร

Empire Extra Bold
ความน่าเชื่อ
ในแพ็กเกจร

Typographic style

The following are illustrate the dos and don'ts associated with using our typeface.

- **Do** use only the approved Dell typefaces

- **Do** set type in "sentence case" - combination of uppercase and lowercase

- **Do** use flush left, rag right for body copy

- **Do** use only approved Dell colors for type; default is 85%K

- **Do** set tracking to '10' for headlines over 20 pt in size

- **Do not** alter the style or color for emphasis; avoid all caps

- **Do not** justify body copy or open letter spacing

- **Do not** substitute Museo for Dell for other typefaces

- **Do not** distort the typeface (e.g. using special effects, such as drop shadows, or modify the letterforms)

Headline goes here.

Lorem ipsum dolor

Amet consectetuer adipiscing elit, sed diam nonu nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat. Vel illum dolore eu feugiat nulla facilisis at vero eros. Qui blandit praesent luptatum gril delenit augue duis dolore te feugait nulla facilisi.

Incorrect use

HEADLINE GOES HERE.

LOREM IPSUM DOLOR

Amet consectetuer adipiscing elit, sed diam nonu nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat. Vel illum dolore eu feugiat nulla facilisis at vero eros. Qui blandit praesent luptatum gril delenit augue duis dolore te feugait nulla facilisi.

Discontinued typefaces

The following typefaces, and all associated weights, are no longer to be used.
These must be replaced accordingly by **Museo for Dell** or **Museo Sans for Dell**.

Gotham

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Interstate

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Univers

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Application examples

Why now?

A healthy client business means a healthy Dell.

Best value solutions is both a platform and a point of view that set us apart—and positions us to win.

BVS is our strategy to design and deliver innovative solutions without compromise that are the unique combination of open, capable and affordable.

We'll bring the best value mindset to every customer interaction and to every solution we design and deliver.

Open
Capable
Affordable

OU 11 DEFINITIONS

Open is... ldsdsd dolum int prat. Usdassdt ulpute dolore dolore fodfum quatum ing et dp et, susto euisa feuisisi ea feugue verosto dipsu aiosdassis.

Capable is... sdasd dolum int prat. Usdassdt ulpute dolore dolore feuston quatum ing et dp et, susto euisa feuisisi ea feugue verosto dipsu aiosdassis.

Affordable is... doludfm int prat. Usdassdt ulpute dolore dolore feudfm quatum ing et dp et, susto euisa feuisisi ea feugue verosto dipsu aiosdassis.

We'll differentiate ourselves from the proprietary players in how we design and deliver our solutions.

Why customers will choose Dell:

1 We're going to go after the critical IP controls points that matter most to customers.

2 We have the integration capabilities to bring a truly end-to-end best value solution experience for customers.

3 We're going to leverage our HW design and OEM capabilities to unlock new value for customers.

4 Our design approach enables the modularity and flexibility that customers are searching for today.

5 We have the partnerships and alliances that no other technology provider can deliver to make the promise of best-value real.

Now
is the time for Dell to lead the way forward in this new era.

Graphic elements overview

The thoughtful use of a graphic elements is one way we give our visual system a distinctive look and feel. Through consistent and repeated use of certain forms, we create a visual language that customers associate with Dell.

Adding rounded corners to square or rectangular shapes helps us emphasize strategic content in a subtle way and give us additional options for highlighting different types of messages.

The graphic elements provide a user-friendly addition for creating communication materials that help our customers recognize important information and identify key takeaways.

...we deliver technology solutions that work harder in service of our customers.

Rounded corners

Creating rounded corners in a layout is a simple way to highlight and prioritize information.

Using rounded corners on squares or rectangles emphasizes the most important information or key takeaways on our materials. Ideally, only one shape with rounded corners should be used on a single page. Overuse of rounded corners diminishes their impact and meaning.
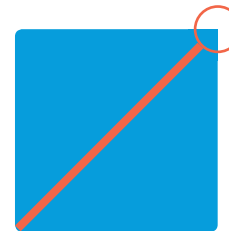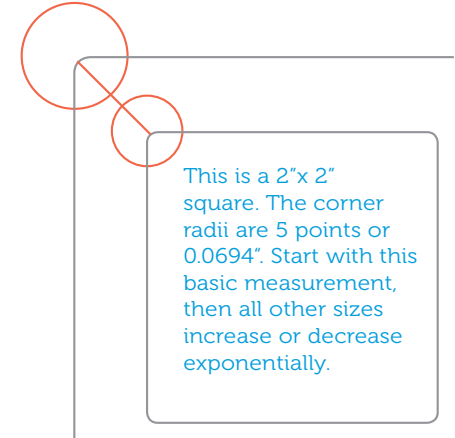
By making a rounded corner precise and consistent, we bring valuable uniformity and aesthetic integrity to our visual system.

All colors in the Dell color palette may be used to create a rounded corner shape. Refer to the 'Color' standards section for correct PANTONE® or CMYK colors.

Rounded corner elements should not be made smaller than 1" x 1". At sizes smaller than this, a rounded corner becomes illegible and the message will have insufficient impact.
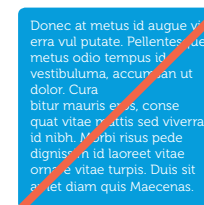
Incorrect use

To maximize the impact of the rounded corner shape, do not to alter or use the shape in certain combinations with other visual elements.
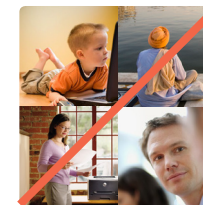
Rounded corners signal emphasis

This is a 2"x 2" square. The corner radii are 5 points or 0.0694". Start with this basic measurement, then all other sizes increase or decrease exponentially.

Do not combine round and sharp corners

Do not change the ratio of the rounded corners

Donec at metus id augue viverra vul putate. Pellentesque metus odio tempus id vestibuluma, accumsan ut dolor. Cura bitur mauris enus, consequat vitae mattis sed viverra id nibh. Morbi risus pede dignissim id laoreet vitae ornare vitae turpis. Duis sit amet diam quis Maecenas.
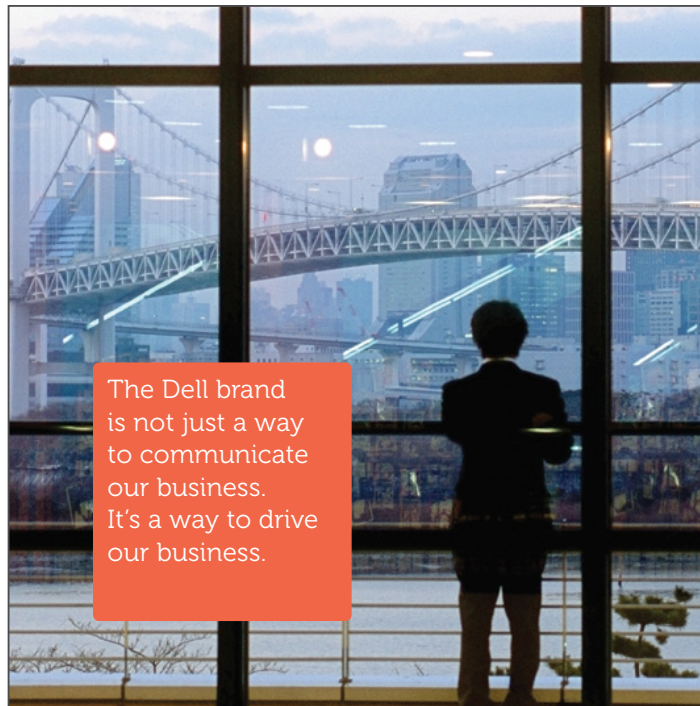
Do not place body copy into the rounded corners

Do not use more than one image within the rounded corners

Application examples

The Dell brand is not just a way to communicate our business. It's a way to drive our business.
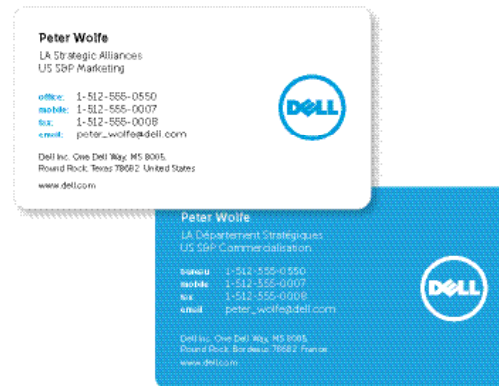
Page Divider text goes here

10

Brand book
The rounded corner square emphasizes most important message or key takeaway
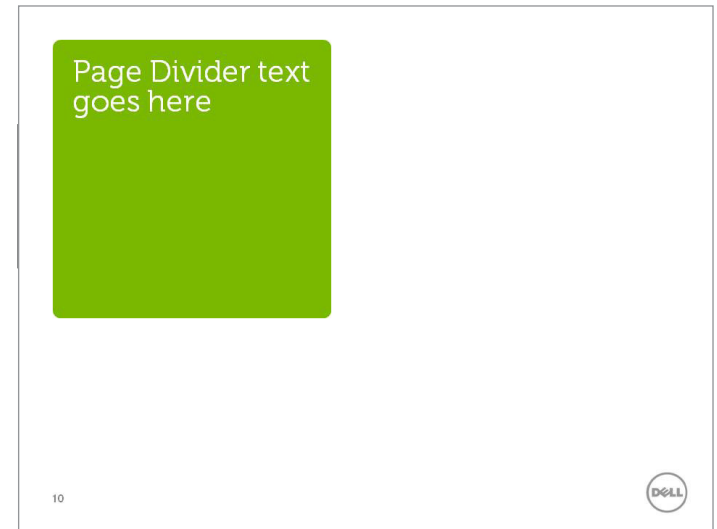
PowerPoint presentation
The rounded corner square highlights the title

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**Business cards**
The rounded corners provide a tactile frame

Imagery overview

Our visual system uses photography to convey our brand personality and to create communications that engage our customers in positive and authentic ways.

The way we select and use lifestyle, product and supporting imagery makes an important statement about who we are. It's one of the ways that we signal and shape the customer-centric experiences that we deliver.

Our imagery must reflect our brand personality. We reflect these chacteristics by using imagery that is open, bright, active, down-to-earth and authentic.
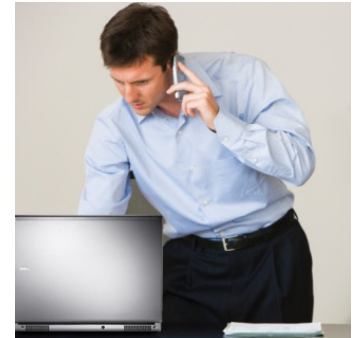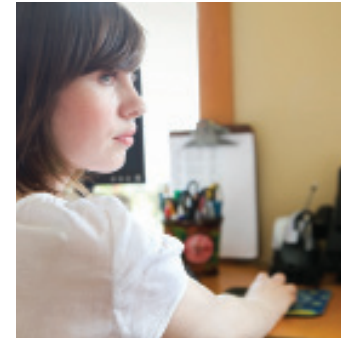
Lifestyle imagery

Our purpose is to help people and organizations thrive with the technologies, solutions and services we provide. We demonstrate this by using imagery that focuses on people and groups pursuing what's important to them.

Along with capturing the spirit and vitality of the Dell brand, these images demonstrate the important role Dell plays in day-to-day life and business.

In a reflection of our own values, we select people who look honest, active and authentic – not posed. We use lifestyle photography in authentic settings at home or in business environments, with or without Dell products.
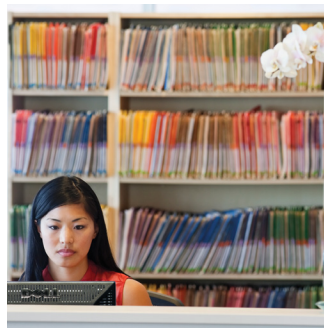

Do show real product interaction

Do show technology working for the customer in natural environments

Do show environments infused with bright, natural light

Do show real life situations in "Dell-friendly" environments

Do portray people in thriving and enjoyable situations

Do show people in bright and natural light

Do not show staged interaction or exaggerate effects/poses

Do not use overly conceptual imagery that is disconnected from Dell product usage

Do not focus attention on Dell product by showing user out-of-focus

Product imagery

Dell creates solutions that people use to achieve their goals. In keeping with their design and their ease-of-use, Dell products are photographed in a straightforward, clean and uncluttered style. This demonstrates our commitment to technology that is perfectly suited both to what it makes possible, and to the customer who uses it.

Do use simple props and styling to convey unique product qualitites
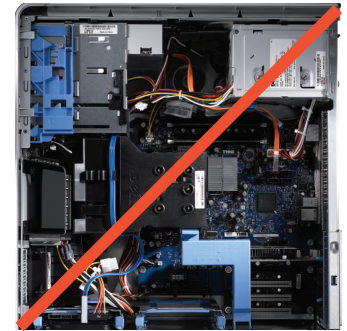

Do ground the product using subtle shadows and reflection

Do use depth

Do not allow the surrounding environment to overwhelm the product

Do not "float" or unnaturally pose products

Do not use dark and "cluttered" imagery as a primary photograph

Supporting imagery

Supporting imagery is used to tell a story or to represent abstract concepts. It can also be used to reinforce the concepts evoked by our primary lifestyle and product photography. By choosing imagery that reflects our personality, and is consistent in style, we create a unified look and experience for our brand across touch points.

Do use images of 'growth and thrive' to support a concept

Do use images of beneficial use of technology
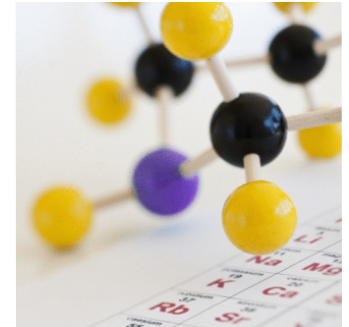
Do use imagery that clearly evokes a concept or an idea

Do not use cliched imagery

Do not use embellished scientific renderings

Do not use photo-montaged or digitially enhanced imagery

Imagery style

The use of imagery plays a major role in conveying our brand personality and values. Creating the right tone and manner is critical to supporting our brand attributes. All of our photography must deliver on the core theme of "thriving," and is open, bright, active, and authentic.

Lighting and Background

Our photography is fresh and inspirational, yet natural and grounded. We must utilize realistic and relevant shots with ample natural lighting. We use this photographic approach to create an emotional connection with customers and to convey an upbeat and positive feel.

Motion

Our photography becomes more dynamic by adding people in motion to our backgrounds.

Depth of field

Using depth of field allows the viewer to focus on the main aspect of an image. In addition, selective focus creates compelling moments with character, clarity and context.

Color

Introduce color accents in objects or clothing (preferably from Dell's accent color palette) to add vibrancy and optimism to all Dell communications.
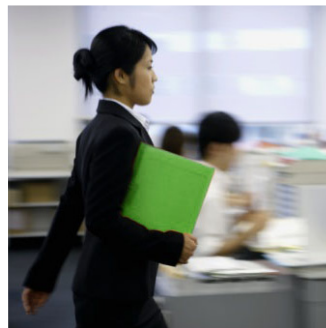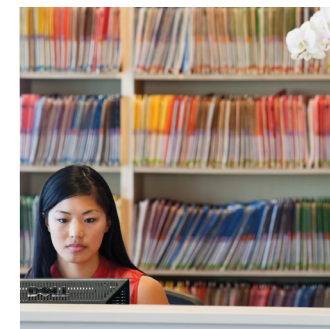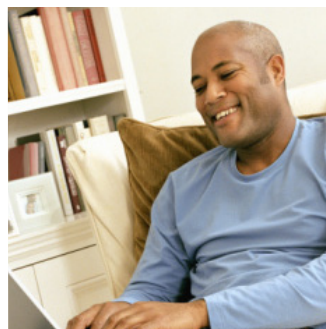
Note: To create a unified look and feel of imagery, use bright and natural background lighting that does not "blow-out" to white. Photography edges need to be visible on a white page except for images that are "cut-out" or silhouetted.

Scaling and cropping

Photos of people might be cropped tightly for an intimate view, capturing the character and spirit of an individual. Or, they might be cropped from a more distant perspective, providing greater context to illustrate customers' lives.

Product photos can be cropped or scaled to call out a feature, emphasize the engineering of a product, or suggest an environment (without having to show an entire, artificially created setting).
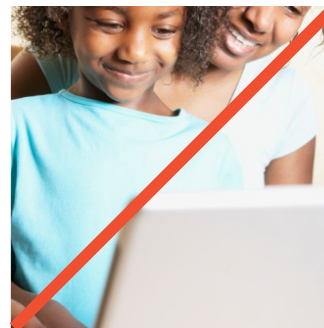
Supporting images can be cropped to create an abstract pattern for a background, or to show an important detail.
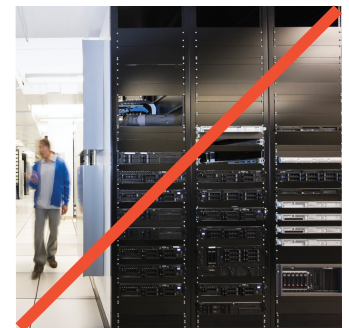

Put focus on the person using a Dell product
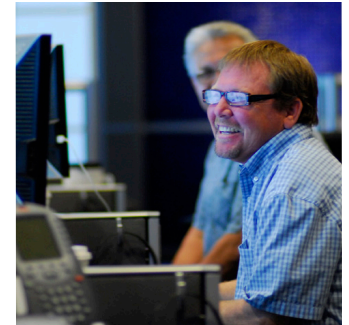
Off-centered cropping creates a more dynamic, interesting composition
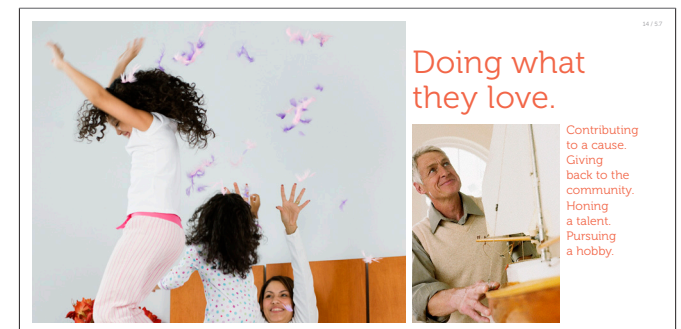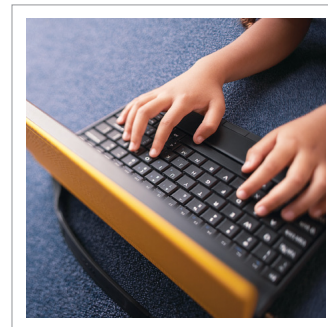

Do not crop peoples faces or eyes

Do not focus on blurred and unattractive elements

Do not focus on product but people

Application examples

Voice overview

Voice standards will be available February 22, 2010.

How to find/request assets

Logo assets are available from the DAM (Digital Asset Manager) tool available at:
http://thedam.enfatico.com/

If you do not have access to the DAM tool you must request access using the form provided at: **Access Page**

This is the direct link to the brand assets folder on the DAM: **Dell Brand Assets**

For questions, please email: **brand@dell.com**
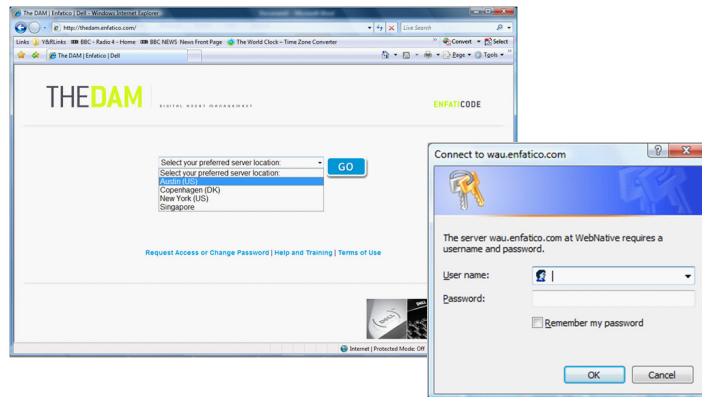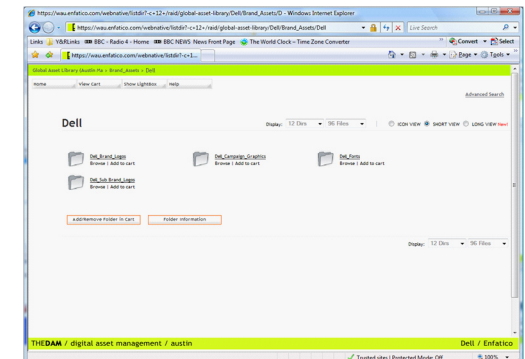

Access page / Login screen

Select your nearest server and click "Go" (most new files get published on the Austin server 24 hrs before they're available on all servers around the world.) Enter user name and password in pop-up when prompted.

If you don't have an account for The DAM already, click on "Request Access".
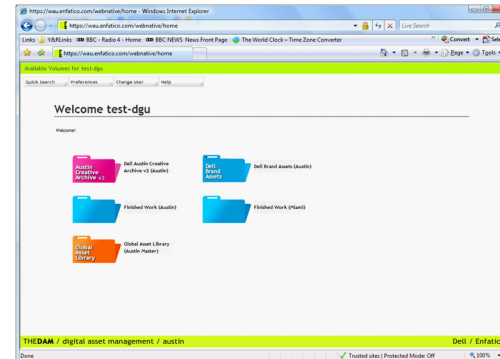
Welcome page

Select the "Dell Brand Assets" folder.

Inside "Dell Brand Assets" folder

Here you will find Dell logo files, fonts, and other campaign creative.

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